

ATTACHMENT E

Proposed New Council Study Issue

Number PRD-05
Status Pending
Calendar Year 2006
New or Old New
Title Care Calling for Seniors
Lead Department Parks and Recreation
Element or SubElement Cultural Sub-Element

1. What are the key elements of the issue? What precipitated it?

A Councilmember requested a Study Issue to see if the City could offer a service for seniors involving regular calls (daily) to check up on the condition and possible needs of seniors who are homebound or otherwise unable to have regular contact with other people.

2. How does this relate to the General Plan or existing City Policy?

This service in keeping with other services offered to seniors involving health and social care.

3. Origin of issue

Council Member(s) Howe and Swegles
General Plan
City Staff
Public
Board or Commission none

Board or Commission ranked this study issue ____ of ____
4(tie) of 5

Board or Commission ranking comments

At their meeting on October 12, 2005, the Parks and Recreation Commission ranked this study issue No. 4 (tied with study issue "Consider Feasibility of Separating Las Palmas Dog Park") out of 5 issues ranked for Council consideration for study in calendar year 2006.

4. Multiple Year Project? No Planned Complete Date 2006**5. Estimated work hours for completion of the study issue (use 5 or 8-hour increments)**

Parks and Recreation 20

Total Hours 20

6. Expected participation involved in the study issue process?

Does Council need to approve a work plan? No
Does this issue require review by a Board/Commission? Yes
If so, which?
Parks and Recreation Commission
Is a Council Study Session anticipated? No
What is the public participation process?
Public review at a Parks and Recreation Commission and Council meeting. Involvement of the Senior Center Advisory Committee for review, suggestions and recommendations.

7. Cost of Study

Operating Budget Program covering costs
642800 Pooled SDP Costs for Senior Programs

Project Budget covering costs
642800 Pooled SDP Costs for Senior Programs

Budget modification \$ amount needed for study
None

Explain below what the additional funding will be used for

Study by City staff will involve researching and reporting on what other senior serving organizations and business are providing in this area of service and to what level does the need exist and the estimated cost of providing such a service. At issue will also be the ability of the City to provide such a program and how much of the costs of providing that service, if any, should be charged back to the users.

8. Potential fiscal impact to implement recommendations in the Study approved by Council

Capital expenditure range None
Operating expenditure range \$500 - \$50K
New revenues/savings range None

Explain impact briefly

If this service is approved, additional staff time (costs) would be required to over see the program and supervise the staff (assuming calls would/could be made by volunteers) and it is reasonable to assume additional phone and computer support would also be necessary. This new service could potentially require opening/staffing the Senior Center additional hours, including opening the building on Sundays to enable the program to operate each day of the week.

9. Staff Recommendation for this calendar year

Recommendation Against Study

If 'For Study' or 'Against Study', explain

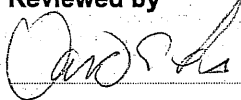
Staff recommends against the study because:

1. Other services of a similar nature are already available in the community.
2. The Sunnyvale Senior Center's information and referral service provides information regarding calling services available to seniors.
3. The costs of adding this service will further exacerbate the existing imbalance in the Community recreation Fund which is already over \$650,000 annually.

Note: If staff's recommendation is 'For Study' or 'Against Study', the Director should note the relative importance of this Study to other major projects that the department

is currently working on or that are soon to begin, and the impact on existing services/priorities.

Reviewed by

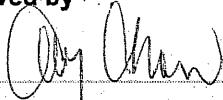


Department Director

12-21-05

Date

Approved by



City Manager

12/22/05

Date

Proposed New Council Study Issue

Number	PRD-06
Status	Pending
Calendar Year	2006
New or Old	Previous
Title	Exploration of Youth and Senior Participation in Recreation Programs and Activities
Lead Department	Parks and Recreation
Element or SubElement	Recreation, Arts, Socio-Economic, Community Participation and Fiscal

1. What are the key elements of the issue? What precipitated it?

This Study Issue was precipitated during Council's consideration of the 2004 Study Issue on youth rates and accompanying RTC 04-170: Exploration of Youth Rates for Recreation Programs and Activities. While Council accepted that RTC 04-170 detailed the current methodology in use by Department of Parks and Recreation in setting youth rates, Council did not feel comfortable in endorsing that methodology without knowing the specific effects of the existing policy on participation of youth in City programs as compared to the City's demographics.

Council also decided at this time that any study looking at rates for youth should be broadened to include consideration of the same issues as they relate to seniors. In September, Council reviewed the draft Study Issue and added additional items to the scope. This will result in findings related to current patterns and conditions of youth and senior participation, which could then be used by Council in making policy decisions.

Specifically, this Study Issue would:

- Define youth and seniors for the purpose of the Study
- List all programs for just youth, but also identify those that are open to both youth and adults, where a "youth rate" (fee for participation) could make a potential difference in participation
- List all programs for just seniors, but also identify those that are open to the general public (including seniors), where a "senior rate" (fee for participation) could make a potential difference in participation
- Explore what data can be extracted from existing sources of information to depict patterns of participation.
- Explore options and tools for gathering data on participation, now and in the future, which could capture demographic attributes. Consider the cost and feasibility of using these tools on a regular basis.
- To the extent that data allows, how many youth and how many seniors are participating in our programs, broken down by:
 - Ethnicity (See note below.)
 - Economics (See note below.)
 - Geography (See note below.)
- Compare actual participation as broken down above to census data for City and identify where there are gaps. (See note below.)
- Compare existing fee setting model/methodology as detailed in RTC 04-170 to models or options used by neighboring cities (including Santa Clara) to set youth and senior rates/fees for service.
- Research how well these other cities achieve participation by seniors and youth compared to their demographics. (See note below.)

- Discuss how the specific factors of geography and economics are used in determining rates or fees participants are charged under City's current model/methodology vis a vis the youth and senior populations.
- Define which agencies are used, and how they are chosen, for purposes of determining how Sunnyvale's fees for service compare to the "market". Define how it is determined what comparable program offerings are at these agencies. Identify alternatives.
- Consider how changing or tailoring the senior and youth fees for service might affect participation as broken down by ethnicity, economics and geography.
- Consider what factors other than fees might affect participation as broken down by ethnicity, economics and geography (e.g., type of program, quality, location, etc.)
- Consider the impacts to the Community Recreation Fund/General Fund of any changes to youth or senior rates/fees for service.

Note: Staff's ability to address participation patterns by demographic group in Sunnyvale as well as in other cities is constrained by the availability of data. Without substantial outside professional services, available data is unlikely to be statistically valid or extensive. In the case of how well neighboring cities' achieve participation in proportion to their demographics, the costs may well outweigh the benefits.

2. How does this relate to the General Plan or existing City Policy?

From the General Plan Recreation Sub-Element

6.1A.3.c. Gather information about participation rates of individuals from different geographic areas of Sunnyvale in programs and at facilities, to determine if services are used equitably.

Policy 6.1C.3. – Utilize available pricing and promotional tools in order to maximize participation and/or use related programs, facilities and services, without jeopardizing the integrity and infrastructure of related facilities.

Policy 6.1C.4 Provide a system to allow persons who are economically disadvantaged to participate and use programs, facilities and services.

Approved Supplemental Action Statement for the City's Recreation Sub-Element, as a Result of Council Action 12/08/98; RTC 98-446:

Consider below market fees for programs such as "at-risk" teen programming, where a higher priority is placed on ensuring participation than any other factor.

From the General Plan Arts Sub-Element

GOAL 6.4D: Maintain sound financial strategies and practices that will enable the City to provide a comprehensive arts program to a maximum number of citizens while supporting the concept and objectives of the Community Recreation Enterprise Fund.

Policy 6.4D.1. Support the concept and objectives of the Community Recreation Fund as a means to increase self-sufficiency of arts programs and services while reducing reliance on the City's General Fund.

Policy 6.4D.3. Utilize available pricing and promotion tools in order to maximize participation and/or use related to arts programs, facilities, and services, without jeopardizing the integrity and infrastructure of related facilities.

From the General Plan Fiscal Management Sub-Element

7.1A.1i Establish user charges and fees at a level closely related to the cost of providing those services.

7.1A.1k For each enterprise fund, review fees annually and set them at a level that will support the total direct and indirect costs of the activity.

3. Origin of issue

**Council
Member(s)**

Fowler, Chu and Lee

General Plan**City Staff****Public****Board or Commission** none

Board or Commission ranked this study issue ____ of ____
See below.

Board or Commission ranking comments

In 2004, the Arts Commission recommended deferral of this issue for study until after calendar year 2005, noting the revision of the Recreation and Open Space Sub-Elements may address many of the same issues.

In 2004, the Parks and Recreation Commission recommended deferral of this issue for study until after calendar year 2005, noting a preference to wait until the Recreation and Open Space Sub-Elements update is complete to save costs and work on the updates may address some of the issues related to this study.

At their meeting on October 12, 2005, the Parks and Recreation Commission voted 3 to 2 to recommend that this study issue be deferred until after calendar year 2006, based primarily on the high cost to the City to conduct the study.

At their meeting on October 19, 2005, the Arts Commission voted unanimously to recommend that this study issued be dropped due to the uncertain fiscal environment.

4. Multiple Year Project? No Planned Complete Date 2006**5. Estimated work hours for completion of the study issue (use 5 or 8-hour increments)**

Consultants	200
Office of the City Attorney	10
Parks and Recreation	300
<hr/>	
Total Hours	510

6. Expected participation involved in the study issue process?

Does Council need to approve a work plan? Yes

Does this issue require review by a Board/Commission? Yes

If so, which?

Arts Commission, Parks and Recreation Commission

Is a Council Study Session anticipated? Yes

What is the public participation process?

The public would have opportunity to participate in scheduled public hearings of the Parks and Recreation Commission, Arts Commission and City Council. In addition, the public could participate in a proposed Council Study Session.

7. Cost of Study

Operating Budget Program covering costs**Project Budget covering costs****Budget modification \$ amount needed for study**

\$30,000+

Explain below what the additional funding will be used for

\$30,000 plus increments of \$25,000 for each neighboring city used for comparison.

Additional funding will be used for professionally developed and conducted survey to obtain data on participation by youth and seniors by ethnicity, income and geographic location. Survey would also look at how a range of rates would affect participation. Survey would need to be essentially duplicated for each additional neighboring city looked at to determine how that city's participation matches its demographics and how rates are used to affect that participation.

8. Potential fiscal impact to implement recommendations in the Study approved by Council**Capital expenditure range**

None

Operating expenditure range

None

New revenues/savings range

None

Explain impact briefly

Operating expenditure range: Determined by study

New revenues/savings range: Determined by study

If, as a result of the study, Council decided to increase youth and senior participation by reducing fees, there could be a significant loss of revenue to the Community Recreation Fund, depending on the amount of the reduction in fees and how widely it was offered. This would necessitate an increased contribution/subsidy to the Community Recreation Fund from the General Fund or a corresponding reduction in other recreation services. New revenues or savings are unlikely as a result of this study.

9. Staff Recommendation for this calendar year**Recommendation** Against Study**If 'For Study' or 'Against Study', explain**

The proposed study is very comprehensive, detailed, expensive and time intensive. The amount of staff time, added to the cost of a consultant makes it a very expensive study to conduct. In addition to the base cost of \$30,000, the additional \$25,000 for each additional city added into the study, increases the overall cost even further. Because of the amount of staff time and the impact the additional costs will have on the existing imbalance in the Community Recreation Fund (already over \$650,000 annually), staff is recommending this study issue be dropped from consideration.

Note: If staff's recommendation is 'For Study' or 'Against Study', the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.

Reviewed by

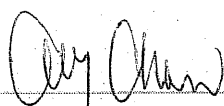


Department Director

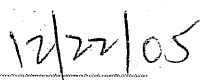
12-21-05

Date

Approved by



City Manager



Date

Proposed New Council Study Issue

Number	PRD-12
Status	Pending
Calendar Year	2006
New or Old	New
Title	Explore Neighborhood Interest in Purchasing Property at Peterson Middle School Site
Lead Department	Parks and Recreation
Element or SubElement	Open Space and Recreation Sub-Elements

1. What are the key elements of the issue? What precipitated it?

The Santa Clara Unified School District (SCUSD) may announce it's intention to declare a portion of the Peterson Middle School site for purchase by the City or another public agency for community recreational use. Should the City or another public agency choose to not pursue the option to acquire this property, it would then be available for purchase on the open market. This study issue would be completed in two phases. The first phase will include a brief discussion of options to lease or purchase the property for community open space, without cost to the City, including the legal requirements of each option, timing, process issues, estimated costs and the types of entities (special districts, non-profits, government agencies, etc) that could utilize each of the options. During this phase, staff would also contact the Santa Clara Unified School District to gauge their willingness to entertain any of options for the purchase or lease of the property, and also contact residents in the neighborhood surrounding Peterson School plus various non-profit Community based organizations, such as local sports organizations, to gauge their preliminary interest in purchasing or leasing the property as community open space.

Based on City Council's response to the findings in the first phase of the study and subsequent direction to staff, Phase II will explore the feasibility of specific options, including a more detailed analysis of the options and the residents' and/or a non-profit organization's interest, if any, to pursue them. In all cases, the City's role will be only that of a facilitator, to bring to the attention of the interested parties the available funding options should they wish to pursue them.

2. How does this relate to the General Plan or existing City Policy?

From the General Plan, Recreation Sub-Element:

Goal E. Provide and Maintain recreation facilities based on community need, as well as on the ability of the City to finance, construct, maintain, and operate these facilities now and in the future.

From the General Plan, Open Space Sub-Element:

Goal D. Cooperate with and support the four school districts which serve Sunnyvale in order to continue to access school sites and facilities by people who live, work, or visit in Sunnyvale for suitable, safe and consistent recreational use and enjoyment.

From the General Plan, Fiscal Management Sub-Element:

Goal 7.1C: Debt: Provide a framework for the wise and prudent use of debt.

Policy 7.1C.1. Debt Limits: Limit use of debt so as not to place a burden on the fiscal resources of the City and its taxpayers.

7.1C.1c. Generally, the method of financing selected for debt retirement should be based on

who will benefit and who should pay for the cost of improvements. The following are guidelines:

- **Ad Valorem Taxes** For improvements of communitywide benefit and use, such as general municipal buildings and parks, when approved by the voters.
- **Enterprise Revenues** For nonlateral water and sewer improvements and golf course improvements.
- **Assessments** For new subdivision improvements and for City improvements where the Council has determined that a specific benefitting group should be responsible for payment.
- **Tax Increment** For improvements required to increase future tax base and where rehabilitation or redevelopment is required.
- **General Revenues** Where backing by the full faith and credit of the City is needed. General revenues shall not be used as primary backing for any bond issue.

3. Origin of issue

Council Member(s) Hamilton

General Plan

City Staff

Public

Board or Commission none

Board or Commission ranked this study issue ____ of ____

Board or Commission ranking comments

This study issue was not proposed until the Study Issue Workshop in December 2005.

4. **Multiple Year Project?** No **Planned Complete Date** 2006

5. **Estimated work hours for completion of the study issue (use 5 or 8-hour increments)**

Community Development 40

Finance 100

Office of the City Attorney 50

Office of the City Manager 50

Parks and Recreation 150

Total Hours 390

6. **Expected participation involved in the study issue process?**

Does Council need to approve a work plan? No

Does this issue require review by a Board/Commission? Yes

If so, which?

Parks and Recreation Commission, Planning Commission

Is a Council Study Session anticipated? No

What is the public participation process?

Public outreach in the form of meetings with residents in the neighborhood surrounding Peterson Field and various non-profit sports

organizations to seek their interest in the possible lease or purchase of the surplus lands when they become available. Public hearings will be held when item is scheduled before the Park and Recreation and Planning Commissions and the City Council meeting.

7. Cost of Study

Operating Budget Program covering costs

Project Budget covering costs

Budget modification \$ amount needed for study

Explain below what the additional funding will be used for

8. Potential fiscal impact to implement recommendations in the Study approved by Council

Capital expenditure range None

Operating expenditure range None

New revenues/savings range None

Explain impact briefly

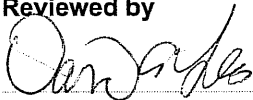
9. Staff Recommendation for this calendar year

Recommendation None

If 'For Study' or 'Against Study', explain

Note: If staff's recommendation is 'For Study' or 'Against Study', the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.

Reviewed by

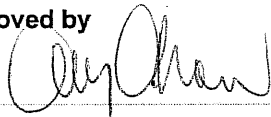


Department Director

1-19-06

Date

Approved by



City Manager

1/20/06

Date